

**U.S. DEPARTMENT OF STATE**  
**U.S. EMBASSY KIGALI, PUBLIC DIPLOMACY SECTION**  
**Notice of Funding Opportunity (NOFO)**

<b>Funding Opportunity Title:</b>	U.S. Embassy Kigali Public Diplomacy Annual Program Statement
<b>Funding Opportunity Number:</b>	PD-Kigali- FY24-02
<b>Deadline for Applications:</b>	May 31, 2024
<b>CFDA Number:</b>	19.040 – Public Diplomacy Programs
<b>Total Amount Available:</b>	Subject to funding availability
<b>Maximum for Each Award:</b>	\$2,000 - \$25,000

**A. PROGRAM DESCRIPTION**

The U.S. Embassy Kigali Public Diplomacy Section (PD) of the U.S. Department of State is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement, outlining our funding priorities, the strategic themes we focus on, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

**Purpose of Small Grants:** We invite proposals for programs that strengthen cultural ties between the U.S. and Rwanda through cultural and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include an American cultural element, or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives.

Examples of PD Small Grants Program programs include, but are not limited to:

- Academic and professional lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances and exhibitions;
- Cultural heritage conservation and preservation programs;
- Professional and academic exchanges and programs;

**Priority Program Areas:** Proposals must address one of the following key program areas:

- **Promoting civic education** and youth participation in community service, volunteerism, good governance, and citizen-centered governance initiatives.
- **Promoting economic development** and private sector competitiveness
- Expanding and **developing STEM skills** and knowledge among vulnerable youth and young women.
- **English language**; building capacity and proficiency of English teachers and improving English proficiency among disadvantaged youth.
- **Promoting societal inclusion** for those from socially disadvantaged groups.
- **Promoting environmental protection** and efforts to combat climate change.



**Priority Participants and Audiences:**

- Youth aged between 18 – 35 years;
- Young professionals;
- Above priority areas with focus on women, under-privileged communities, or those from socially disadvantaged groups.

**The following types of programs are not eligible for funding:**

- Programs relating to partisan political activity;
- For-profit organizations or companies;
- Individuals;
- Charitable or development activities;
- Commercial or trade activities;
- Construction programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs;
- Scientific research;
- Programs intended primarily for the growth or institutional development of the organization;
- Professional development for individuals; or
- Programs that duplicate existing programs.

**Authorizing legislation, type and year of funding:**

Smith-Mundt. The source of funding is FY2024 Public Diplomacy Funding.

**B. FEDERAL AWARD INFORMATION**

Length of performance period: Six to 12 months

Number of awards anticipated: Subject to funding availability

Award amounts: awards may range from a minimum of \$2,000 to a maximum of \$25,000

Total available funding: Subject to funding availability

Type of Funding: Fiscal Year 2024 Public Diplomacy Funding

Anticipated program start date: May 1, 2024, through September 30, 2024

**This notice is subject to availability of funding.**

**Funding Instrument Type:** Grant or Cooperative agreement. Cooperative agreements are different from grants in that PD staff are more actively involved in the grant implementation. The appropriate level of “substantial involvement” will be agreed upon by PD Kigali and the grantee prior to award notification.

**Program Performance Period:** Proposed programs should be completed in 12 months or less.



PD will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

### C. ELIGIBILITY INFORMATION

#### 1. Eligible Applicants

The PD Section encourages applications from U.S. and other foreign organizations:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience.
- Cultural organizations
- Non-profit or governmental educational institutions
- Governmental institutions

*For-profit or commercial entities are not eligible to apply.*

#### 2. Cost Sharing or Matching: Cost sharing is welcome but not required.

#### 3. Other Eligibility Requirements

Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.

In order to be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via [www.SAM.gov](http://www.SAM.gov) as well as a valid registration on [www.SAM.gov](http://www.SAM.gov). Please see Section D.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

### D. APPLICATION AND SUBMISSION INFORMATION

#### 1. Address to Request Application Package

Application forms are available online at:

<https://rw.usembassy.gov/embassy/kigali/grants/>

Applications **must** be submitted using the form “Kigali PD Small Grant Application Form;” submissions in any other format will not be reviewed. Applications may be submitted for consideration at any time before the closing date of May 31, 2024.

All application materials must be submitted by email to [KigaliPDGrants@state.gov](mailto:KigaliPDGrants@state.gov).



## 2. Content and Form of Application Submission

**Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.**

### **Content of Application**

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity;
- The proposal addresses all questions in the “Kigali PD Small Grant Application Form;”
- All documents are in English; and
- All budgets are in U.S. dollars.

To submit a proposal, the required application form includes the following:

- **Executive Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **U.S. Component:** Describe how the project promotes participation in U.S. exchange programs and sharing of experiences during U.S. exchange programs, sharing of models and ideas learned during U.S. exchange programs, appreciation of U.S. culture and values, or a better understanding of the United States.
- **Key Program Area:** The proposal must address one of the following key program areas:
  - **Promoting civic education** and youth participation in community service, volunteerism, good governance, and citizen-centered governance initiatives.
  - **Promoting economic development** and private sector competitiveness
  - Expanding and **developing STEM skills** and knowledge among vulnerable youth and young women.
  - **English language;** building capacity and proficiency of English teachers and improving English proficiency among disadvantaged youth.
  - **Promoting societal inclusion** for those from socially disadvantaged groups.
  - **Promoting environmental protection** and efforts to combat climate change.
- **Project Justification:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed project is needed. This should be 500 words or less.
- **Target Audience:** Define the number and demographic of the audience the proposed project will impact.
- **Introduction to the Organization applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and Rwanda will be



improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.

- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?

Outline in detail how the proposal’s activities will advance the program’s goals and objectives (listed above). A strong proposal will include:

- Any outcomes the grantee expects to occur because of their program. Outcomes could include change in knowledge, awareness, and attitudes; improved quality of services; increased capacity at a school, group; etc. Proposals should also include how the grantee will know those outcomes are occurring (surveys, interviews, observations, etc.)
- For example: If the program expects that a teacher-training program will improve the skills of a teacher, a proposal may explain the skills the teacher would gain and plan to perform a survey before the program and a survey following the program that would show a change in understanding due to the program.
- A plan to include the grantee’s reflection of how their program contributed to the program’s goals. As applicable, a strong final report would include success stories, behaviors changed, lessons learned, and results obtained.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Sustainability:** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- **Communication Plan:** Explain how you will promote your project. Include social media, websites, print news, or other forms of media you intend to use to share information about your project to beneficiaries and the public. Communications should include U.S. Embassy branding, and a draft version of the Embassy logo and wording about the Embassy’s role in the project should be approved by the Embassy’s Public Affairs Section before uploading or printing final versions. These include training materials, materials for recipients, or materials to communicate or promote with foreign audiences a program, event, project, or some other activity under the agreement.
- **Budget Justification Narrative:** After filling out the SF-424A Budget (above), use a separate file to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information. Applicants must submit a detailed budget and narrative justifying proposed expenditures. Budgets must be submitted in U.S. dollars. Please note that the U.S.



Embassy Kigali Public Diplomacy Small Grants Program does not support the following activities or costs, and the selection committee will deem applications involving any of these activities or costs ineligible:

- Sustained staff salaries, office space, and overhead/operational expenses exceeding 10 percent of total operational costs;
- Large items of durable equipment or construction programs;
- Alcohol, excessive meals, refreshments, or entertainment;
- Academic or scientific research;
- Support or opposition of partisan political activity or lobbying for specific legislation or programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Programs intended primarily for the growth or institutional development of the organization;
- Venture capital, for-profit endeavors, or charging a fee for participation in the project;
- Individual scholarships;
- Personal development;
- Social travel/visits;
- Gifts or prizes;
- Programs that duplicate existing programs

**Attachments:**

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- Official permission letters, if required for program activities

If your application is selected for funding, the following additional documents will be **required**:

- [SF-424](#) (*Application for Federal Assistance – organizations*) or [SF-424-I](#) (*Application for Federal Assistance --individuals*) at [www.grants.gov](http://www.grants.gov)
- [SF424A](#) (*Budget Information for Non-Construction programs*) at [www.grants.gov](http://www.grants.gov)
- [SF424B](#) (*Assurances for Non-Construction programs*) at [www.grants.gov](http://www.grants.gov)

3. Unique Entity Identifier and System for Award Management (SAM.gov)

**Required Registrations:**

All organizations, whether based in the United States or in another country, must have a Unique Entity Identifier (UEI) and an active registration with the SAM.gov. A UEI is one of



the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards.

***Note: As of April 2022, a DUNS number is no longer required for federal assistance applications.***

The 2 CFR 200 requires that sub-grantees obtain a UEI number. Please note the UEI for sub-grantees is not required at the time of application but will be required before an award is processed and/or directed to a sub-grantee.

***Note: The process of obtaining or renewing a SAM.gov registration may take anywhere from 4-8 weeks. Please begin your registration as early as possible.***

- Organizations **based in the United States** or that pay employees within the United States will need an Employer Identification Number (EIN) from the Internal Revenue Service (IRS), and a UEI number prior to registering in SAM.gov.
- Organizations **based outside of the United States** and that do not pay employees within the United States do not need an EIN from the IRS but do need a UEI number prior to registering in SAM.gov.
- **Please note that as of November 2022 and February 2022 respectively, organizations based outside of the United States that do not intend to apply for U.S. Department of Defense (DoD) awards are no longer required to have a NATO Commercial and Government Entity (NCAGE) code or CAGE code to apply for non-DoD foreign assistance funding opportunities.** If an applicant organization is mid-registration and wishes to remove a CAGE or NCAGE code from their SAM.gov registration, the applicant should submit a help desk ticket ("incident") with the Federal Service Desk (FSD) online at [www.fsd.gov](http://www.fsd.gov) using the following language: "I do not intend to seek financial assistance from the Department of Defense. I do not wish to obtain a CAGE or NCAGE code. I understand that I will need to submit my registration after this incident is resolved in order to have my registration activated."

**Organizations based outside of the United States and that DO NOT plan to do business with the DoD should follow the below instructions:**

Step 1: Proceed to SAM.gov to obtain a UEI and complete the SAM.gov registration process. SAM.gov registration must be renewed annually.

**Organizations based outside of the United States and that DO plan to do business with the DoD in addition to Department of State should follow the below instructions:**

Step 1: Apply for an NCAGE code by following the instructions on the NSPA NATO website linked below:

NCAGE Homepage:

<https://eportal.nspa.nato.int/AC135Public/sc/CageList.aspx>



## NCAGE Code Request Tool (NCRT):

### Exemptions

An exemption from the UEI and sam.gov registration requirements may be permitted on a case-by-case basis if:

- An applicant's identity must be protected due to potential endangerment of their mission, their organization's status, their employees, or individuals being served by the applicant.
- For an applicant, if the Federal awarding agency makes a determination that there are exigent circumstances that prohibit the applicant from receiving a unique entity identifier and completing SAM registration prior to receiving a Federal award. In these instances, Federal awarding agencies must require the recipient to obtain a unique entity identifier and complete SAM registration within 30 days of the Federal award date.

Organizations requesting exemption from UEI or SAM.gov requirements must email the point of contact listed in the NOFO at least two weeks prior to the deadline in the NOFO providing a justification of their request. Approval for a SAM.gov exemption must come from the warranted Grants Officer before the application can be deemed eligible for review.

### 4. Submission Dates and Times

The PD Section will accept proposals throughout the year and will review proposals according to the following schedule:

- Proposals received before March 15 will be reviewed by March 31, with responses going out by approximately April 30, 2024.
- Proposals received between March 16 and May 31 will be reviewed by June 30, with responses going out by July 31, 2024.

Applications may be submitted for consideration at any time before the closing date of May 31, 2024. No applications will be accepted after that date.

### 5. Funding Restrictions

Proposals that support construction, social welfare projects, partisan or political party activity, religious activity, commercial or trade activities, scientific research, professional development for individuals, or development activities will NOT be considered. Proposals without a clear American component or that do not clearly and directly support one of the five program areas (see list in the Eligibility Information section) will NOT be considered.

### 6. Other Submission Requirements



All application materials must be submitted by email to [KigaliPDGrants@state.gov](mailto:KigaliPDGrants@state.gov).

## E. APPLICATION REVIEW INFORMATION

### 1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below. The criteria listed are closely related and are considered as a whole in judging the overall quality of an application.

**Organizational capacity and record on previous grants:** The organization has expertise in its stated field and PD is confident of its ability to undertake the program. This includes a financial management system and a bank account.

**Quality and Feasibility of the Program Idea** – The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline. When developing the purpose, summary, description, and implementation plan, applicants should aim to make all descriptions clear, concise, and compelling. Reviewers will judge the proposals based on the likelihood for the project to exert a sustained, powerful influence on the community where it is undertaken. Does the project address an important gap of understanding or need? If the aim of the project is achieved, how will existing knowledge or practice be improved? What audience do the applicants hope to reach with this project? How many people will participate and how will they be selected?

**U.S. component:** Proposals must include an American reference to American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of the United States, U.S. policy or perspectives.

**Participation and support from reliable local partners:** A successful application will demonstrate buy-in and support from the community where the project will take place. The involvement of local partners is a strong sign that there is community support and that the project will engage a broad array of experts, such as subject matter experts, community centers, academic institutions, businesses, local/national government, non-governmental organizations, American Spaces, etc.

**Goals and objectives:** Goals and objectives are clearly stated, and program approach is likely to provide maximum impact in achieving the proposed results.

**Embassy priorities:** Applicant has clearly described how stated goals are related to and support U.S. Embassy Kigali's priority areas or target audiences.



**Budget:** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities. Costs are related to the proposed activities and anticipated results. The results and proposed outcomes justify the total cost of the project. Budget items are reasonable, allowable, and allocable.

**Monitoring and evaluation plan:** Proposals must include a plan to monitor and evaluate the project's success, both as the activities take place and at the end of the project. Overall, the quality of monitoring and evaluation plan will be judged on how well it 1) specifies the intended outcomes and how these outcomes will be achieved, 2) gives clear descriptions of how each outcome will be measured, 3) identifies when the outcomes will be measured, and 4) explains how outcomes will be collected (such as surveys, interviews, or focus groups). Successful monitoring and evaluation depend heavily on setting clear goals and outcomes and consider potential problems, alternative strategies, and benchmarks for success. Interim and final reporting is required for winning projects, and winning applicants should have a reporting plan to share information about the success/impact of the project.

**Communication, media, and outreach plan:** The project includes a plan to share information about the project and the U.S. Embassy's role in sponsoring the program.

**Sustainability:** Program activities will continue to have positive impact after the end of the program.

**Disclaimer:** This notice is subject to availability of funding. U.S. Embassy Kigali does not guarantee availability of funding by receiving applications under this announcement.

## 2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

## 3. Responsibility/Qualification Information in SAM.gov (formerly, FAPIIS)

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold over the period of performance (see §200.01 Simplified Acquisition Threshold), this section must also inform applicants that:

- i. The Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the U.S. government designated integrity and performance system accessible through SAM.gov (see 41 U.S.C. 2313);



ii. An applicant, at its option, may review and comment on any information about itself in the designated integrity and performance systems accessible through SAM that a Federal awarding agency previously entered;

iii. The Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants.

#### 4. Anticipated Announcement and Federal Award Dates

- Proposals received before February 28 will be reviewed by March 15, with responses going out by approximately April 15, 2024.
- Proposals received between March 1 and May 31 will be reviewed by June 30, with responses going out by July 31, 2024.

## F. FEDERAL AWARD ADMINISTRATION INFORMATION

### 1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

**Payment Method:** Payments will be made in at least two installments, as needed to carry out the program activities.

Organizations whose applications will not be funded will also be notified via email.

### 2. Administrative and National Policy Requirements



**Terms and Conditions:** Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include: 2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>. Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

In accordance with the [Executive Order on Advancing Racial Equity and Underserved Communities](#), proposals should demonstrate how the program advances equity with respect to race, ethnicity, religion, income, geography, gender identity, sexual orientation, and disability. The proposal should also demonstrate how the program will further engagement in underserved communities and with individuals from underserved communities. Proposals should demonstrate how addressing racial equity and underserved communities will enhance the program's goals and objectives, as well as the experience of participants.

The support of underserved communities will be part of the review criteria for this opportunity. Therefore, proposals should clearly demonstrate how the program will support and advance equity and engage underserved communities in program administration, design, and implementation.

### 3. Reporting

**Reporting Requirements:** Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

## G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact PD at: [KigaliPDGrants@state.gov](mailto:KigaliPDGrants@state.gov).

Note: We do not provide any pre-consultation for application related questions that are addressed in the NOFO. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — may not discuss this competition with applicants until the entire proposal review process is completed.

## H. OTHER INFORMATION

### Guidelines for Budget Justification

**Personnel:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.



**Travel:** Estimate the costs of travel and per diem for this program. If the program involves international travel, include a brief statement of justification for that travel.

**Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

**Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

**Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

**Other Direct Costs:** Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

**Indirect Costs:** These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

**Alcoholic Beverages:** Please note that award funds cannot be used for alcoholic beverages.